

WHAT IS CLAIMED IS:

1 1. A method for marketing a good comprising the steps of:  
2 a) providing a sign, said sign having a preprinted  
3 website address, a space for a unique identifier, and an  
4 indication that a good is for sale, and  
5 b) providing a website at said website address, said  
6 website being adapted to permit a seller to post on said  
7 website under said unique identifier information about said  
8 good, said website being further adapted to permit a  
9 prospective purchaser to view said information.

1 2. A method according to claim 1, wherein said unique  
2 identifier is preprinted on said sign in said space for a  
3 unique identifier.

1 3. A method according to claim 1, wherein said website  
2 provides said unique identifier to said seller in connection  
3 with said seller posting said information on said website,  
4 thus permitting said seller to thereafter provide said unique  
5 identifier in said space on said sign.

1 4. A method according to claim 1, wherein said sign is  
2 provided with a description of said good for sale preprinted  
3 thereon.

1 5. A method according to claim 1, wherein said sign is  
2 further provided with a space to indicate a seller's personal  
3 contact information.

1 6. A method according to claim 1, wherein said website is  
2 adapted to permit said prospective purchaser, after seeing  
3 said sign, to visit said website and view said information  
4 about said good by reference to said unique identifier.

1 7. A method according to claim 6, wherein said website is  
2 further adapted to permit said prospective purchaser to browse  
3 a plurality of goods listed on said website by category, and  
4 view the posted information thereof without reference to said  
5 unique identifier.

1 8. A method according to claim 6, wherein said website is  
2 further adapted to permit said prospective purchaser to browse  
3 a plurality of goods listed on said website by geographic  
4 location, and view the posted information therefore without  
5 reference to said unique identifier.

1 9. A method according to claim 1, wherein said sign has  
2 preprinted thereon instructions to said seller about how to  
3 post said information about said good on said website under  
4 said unique identifier.

1 10. A method according to claim 1, said method being  
2 adapted to permit a purchaser of said good for sale to make  
3 payment for said good directly to the seller or the seller's  
4 agent.

1 11. A method according to claim 1, said method being  
2 adapted to permit a purchaser of said good for sale to make  
3 payment for said good to a provider of said website, after  
4 which said provider will forward said payment to the seller of  
5 said good.

1 12. A method according to claim 11, wherein said provider  
2 charges a fee to said seller in connection with said payment.

1 13. A method according to claim 1, wherein said sign is  
2 provided with a container into which said seller can deposit a

3 sheet of paper containing information about said good for  
4 sale.

1 14. A method according to claim 6, further comprising the  
2 step of promoting said website to the general consuming  
3 public.

1 15. A method according to claim 1, further comprising the  
2 step of charging a fee to said seller in connection with said  
3 posting of information on said website.

1 16. A sign for sale of a good, said sign comprising a  
2 sign substrate having a first face and a second face, said  
3 first face having a preprinted website address, a space for a  
4 unique identifier, and a preprinted indication that a good is  
5 for sale.

1 17. A sign according to claim 16, wherein said unique  
2 identifier is preprinted in said space on said sign.

1 18. A sign according to claim 16, wherein said second  
2 face of said sign has a set of instructions printed thereupon.

1 19. A sign according to claim 16, wherein said first face  
2 has a space to indicate a seller's personal contact  
3 information.

1 20. A sign according to claim 16, wherein said first face  
2 has a preprinted description of said good for sale.

1 21. A sign according to claim 16, said sign being  
2 provided with a container attachable thereto into which a  
3 seller of said good can deposit a sheet of paper containing  
4 information about said good for sale.